

FIG. 1

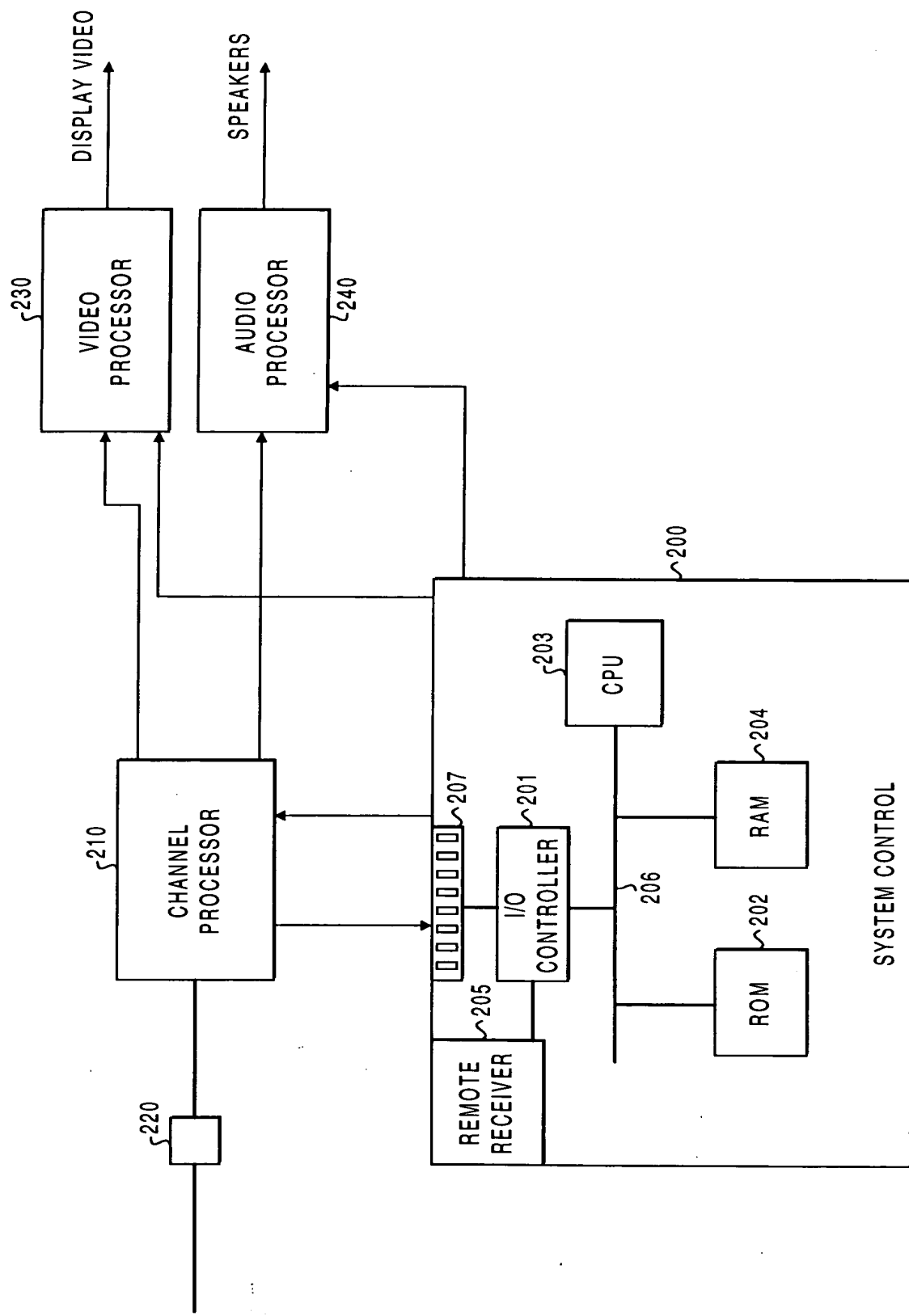


FIG. 2

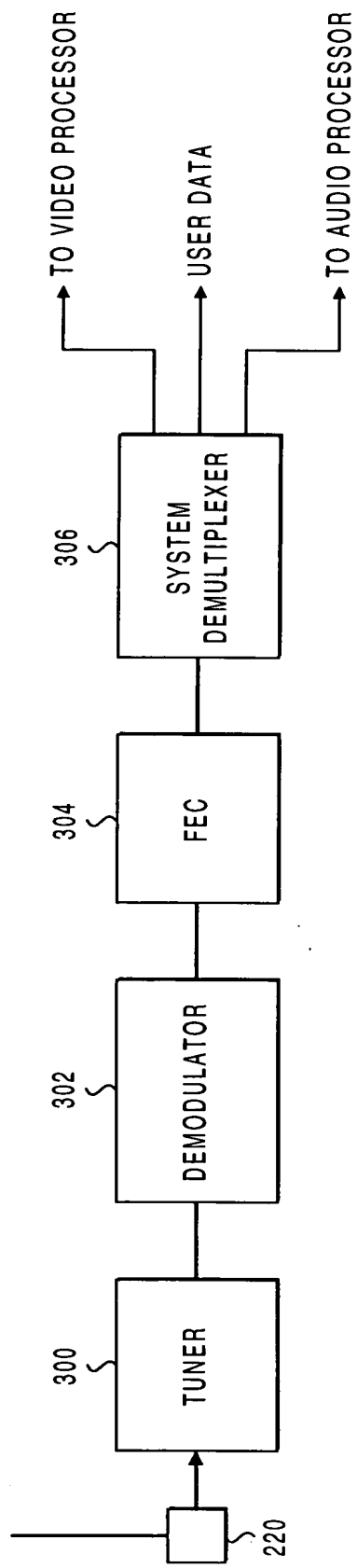


FIG. 3

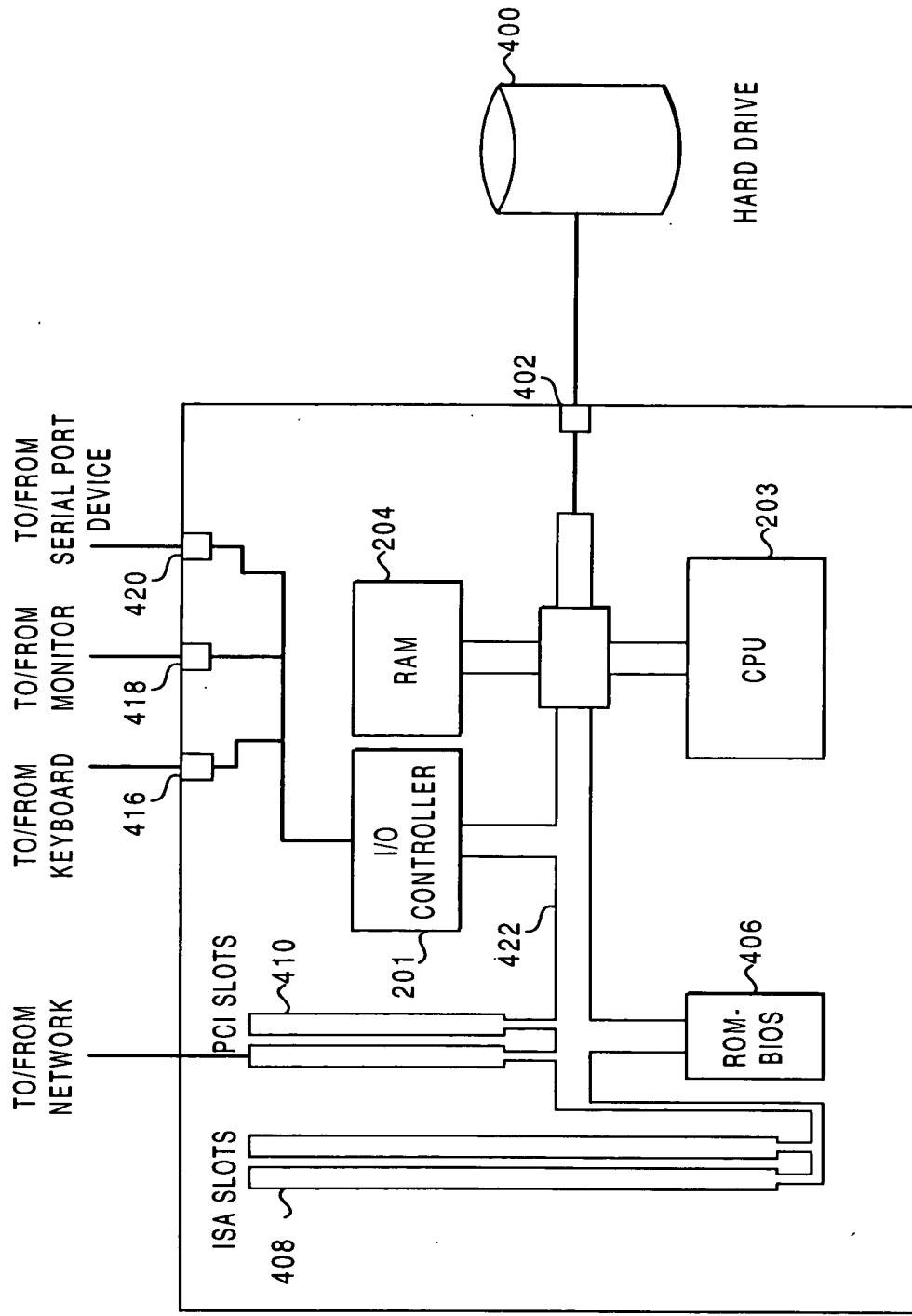


FIG. 4

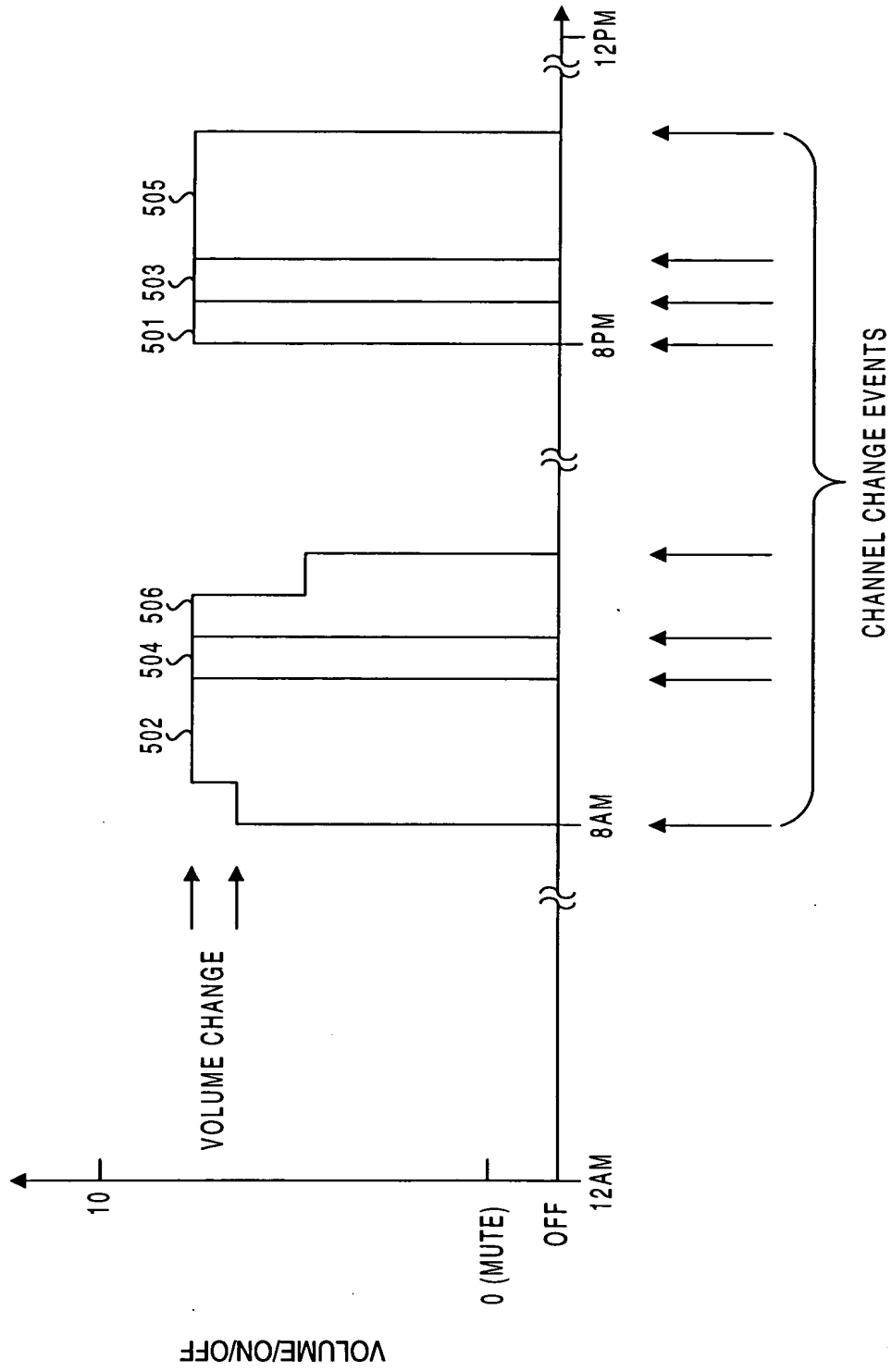


FIG. 5

602 TIME	604 CHANNEL ID	603 PROGRAM TITLE	601 VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
⋮			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10
⋮			

FIG. 6

700		702	704	706
TIME OF DAY		MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING	(6AM-9AM)	61	2	5/10
MID-DAY	(9AM-3PM)	0	0	.
AFTERNOON	(3PM-6PM)	0	0	.
NIGHT	(6PM-10PM)	122	4	6/10
LATE NIGHT	(12AM-6AM)	0	0	.
TOTAL		183	6	5.7/10

FIG. 7

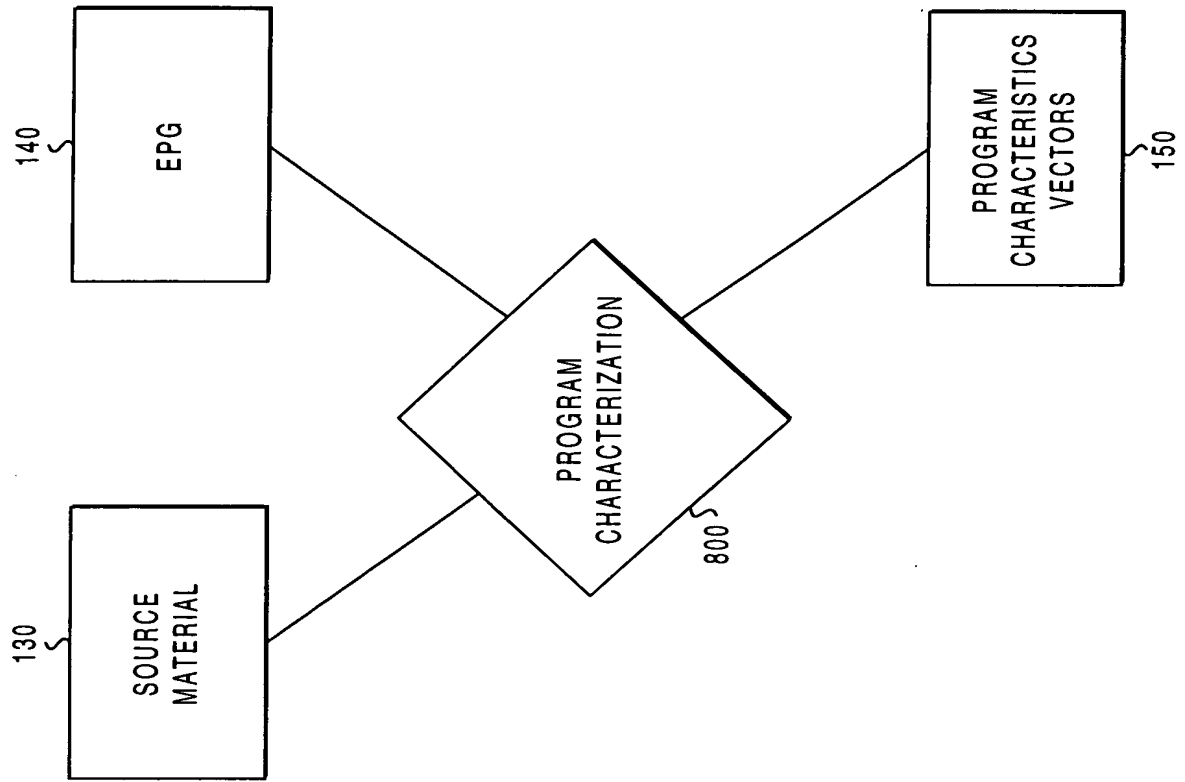


FIG. 8A

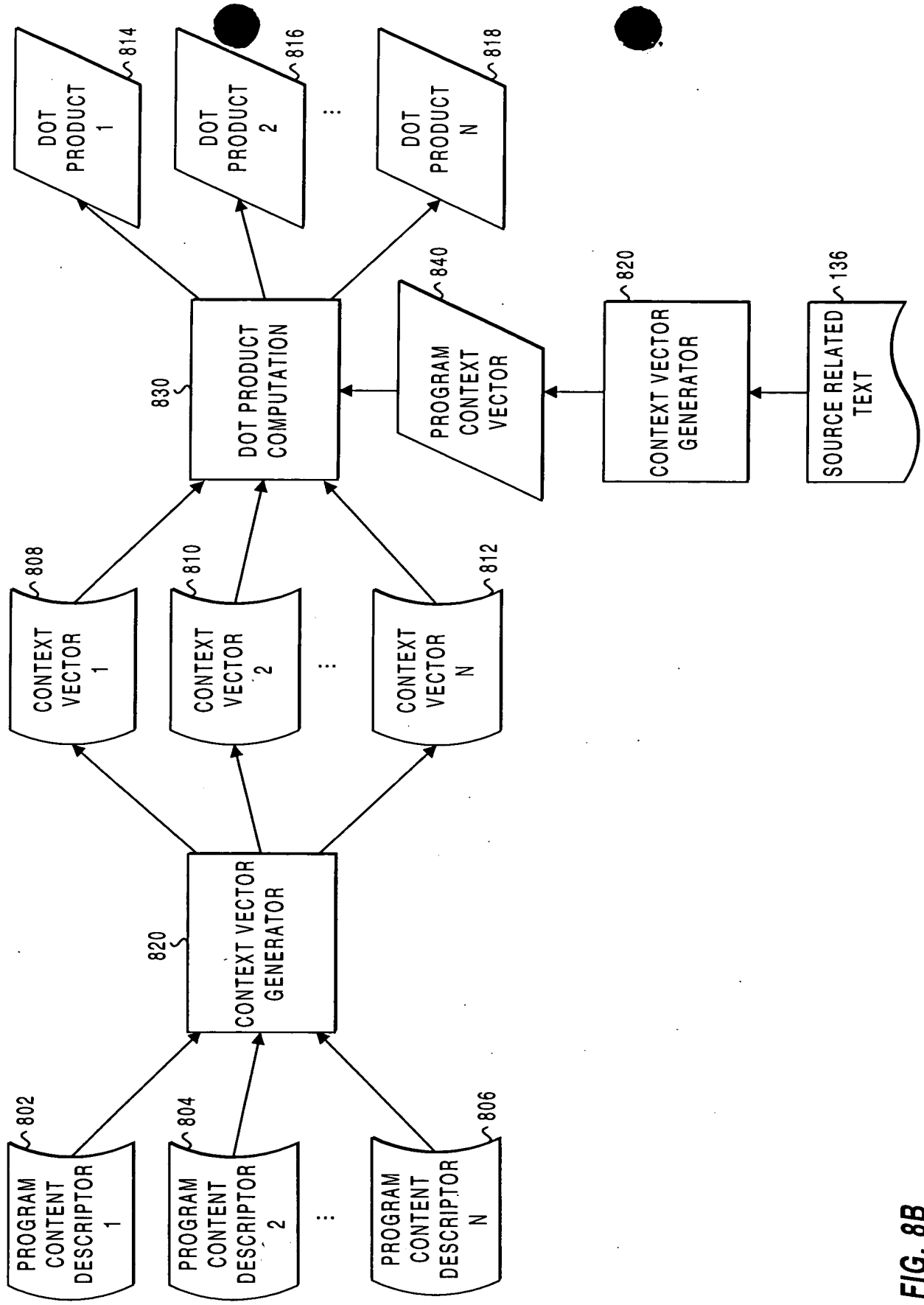


FIG. 8B

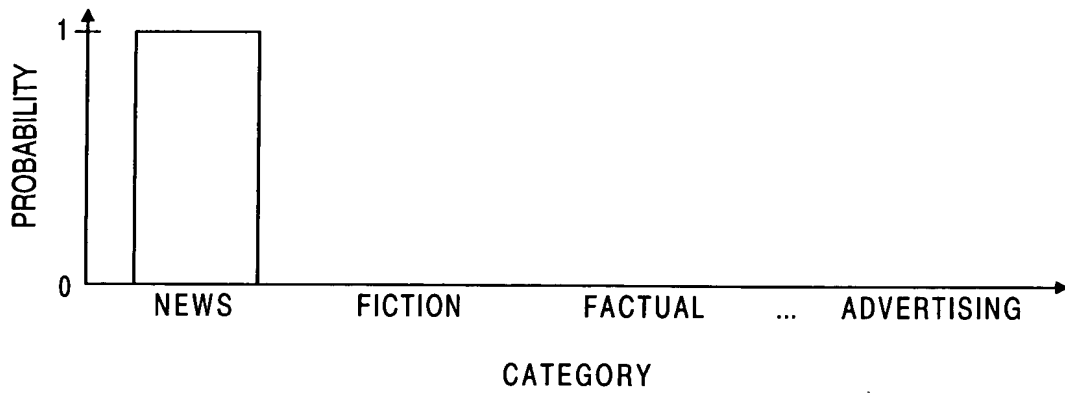


FIG. 9A

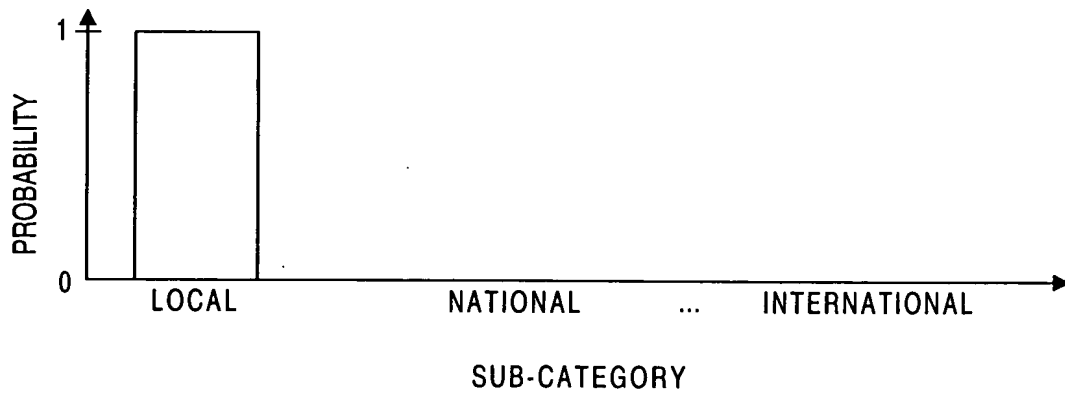


FIG. 9B

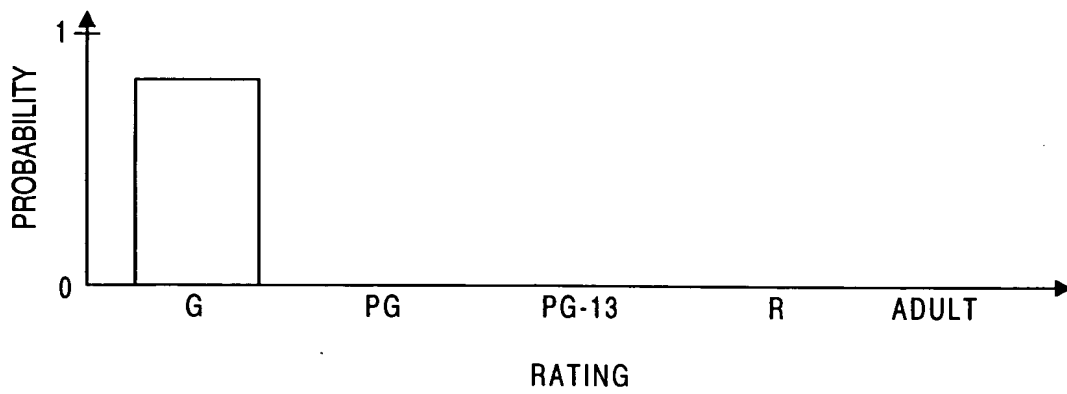


FIG. 9C

SECRET 000000

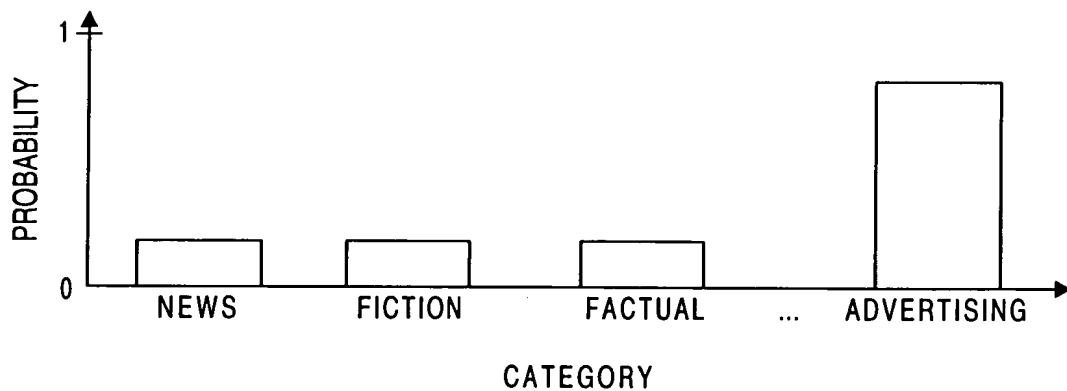


FIG. 9D

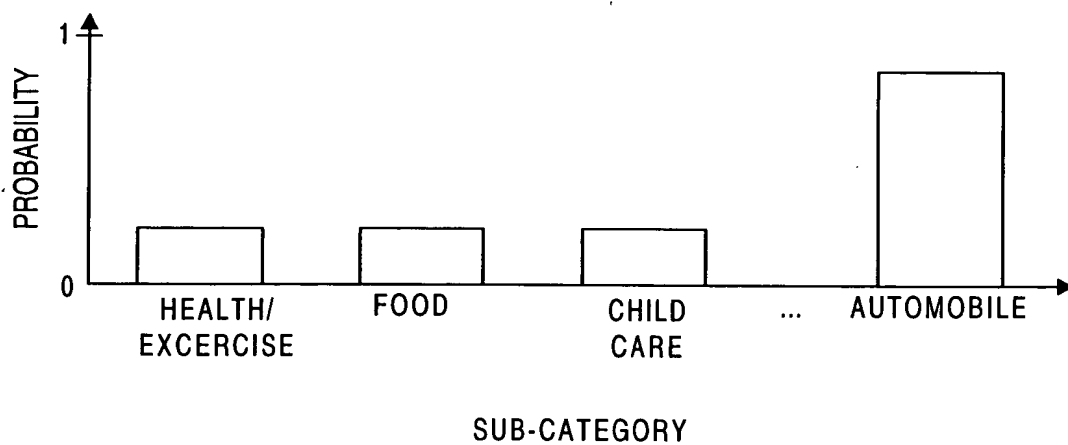


FIG. 9E

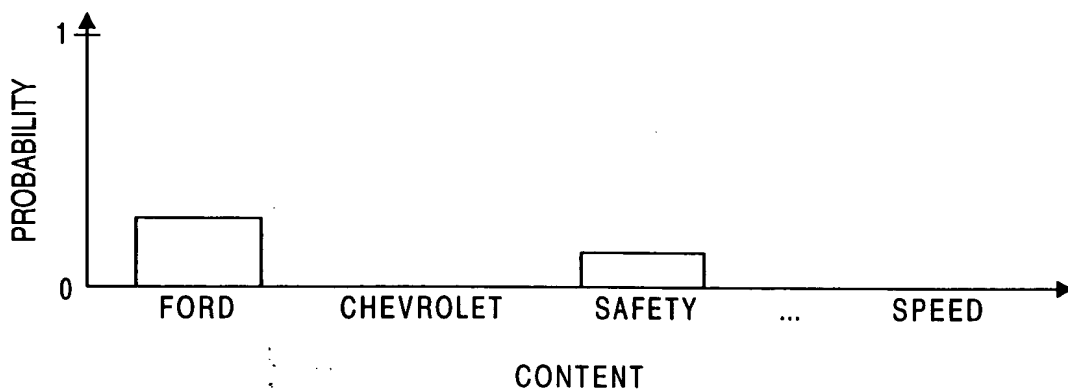


FIG. 9F

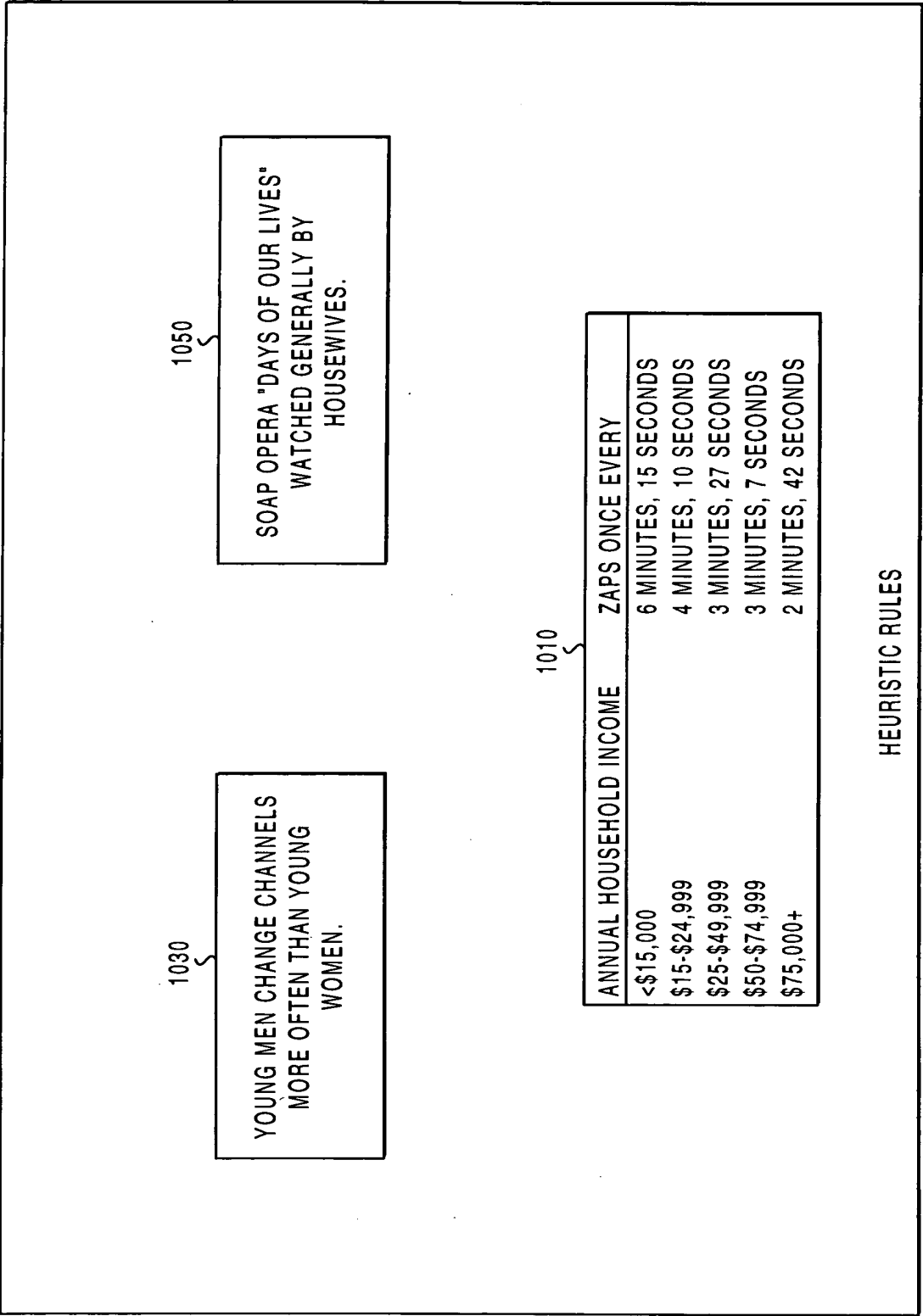


FIG. 10A

DEMOGRAPHIC GROUPS									
	AGE			INCOME			SIZE		
	0-10	10-18	>70	0-20K	20-50K	50-100K	1	2	>5
NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.7
FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.2
FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.6
ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.5

FIG. 10B

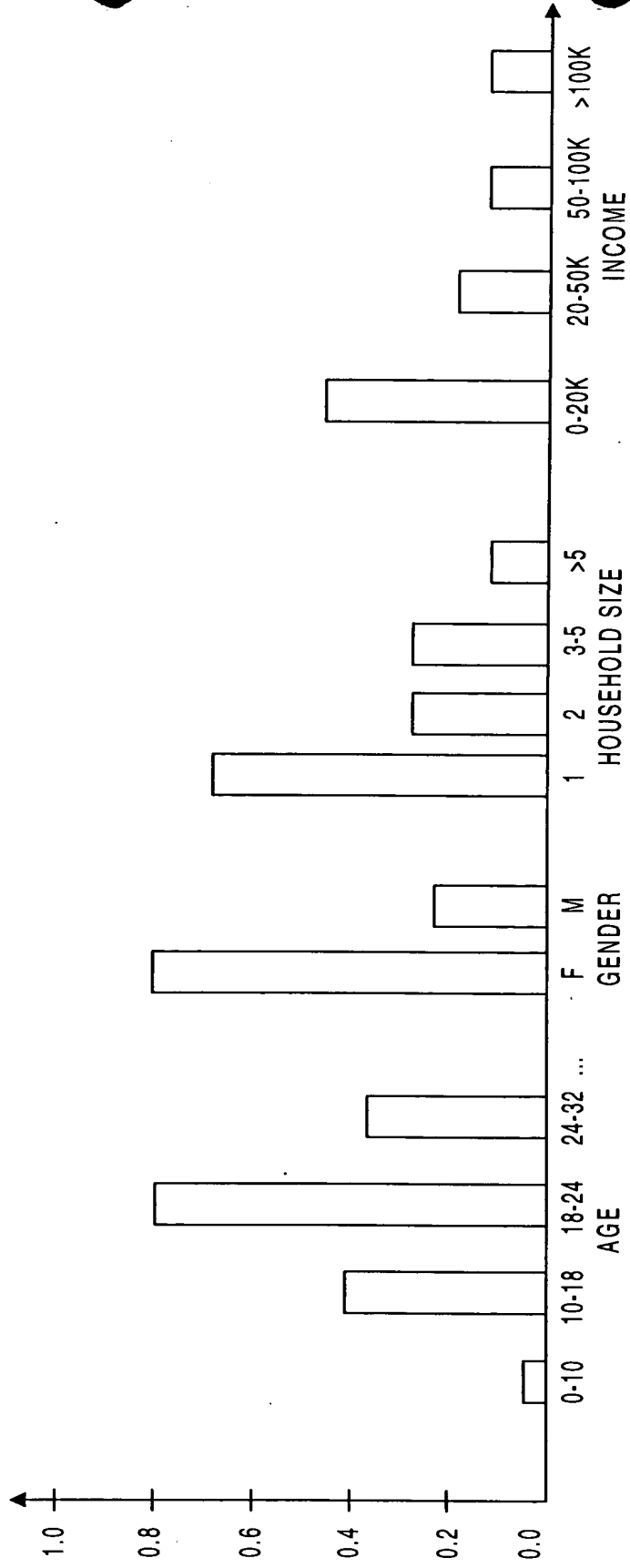


FIG. 12

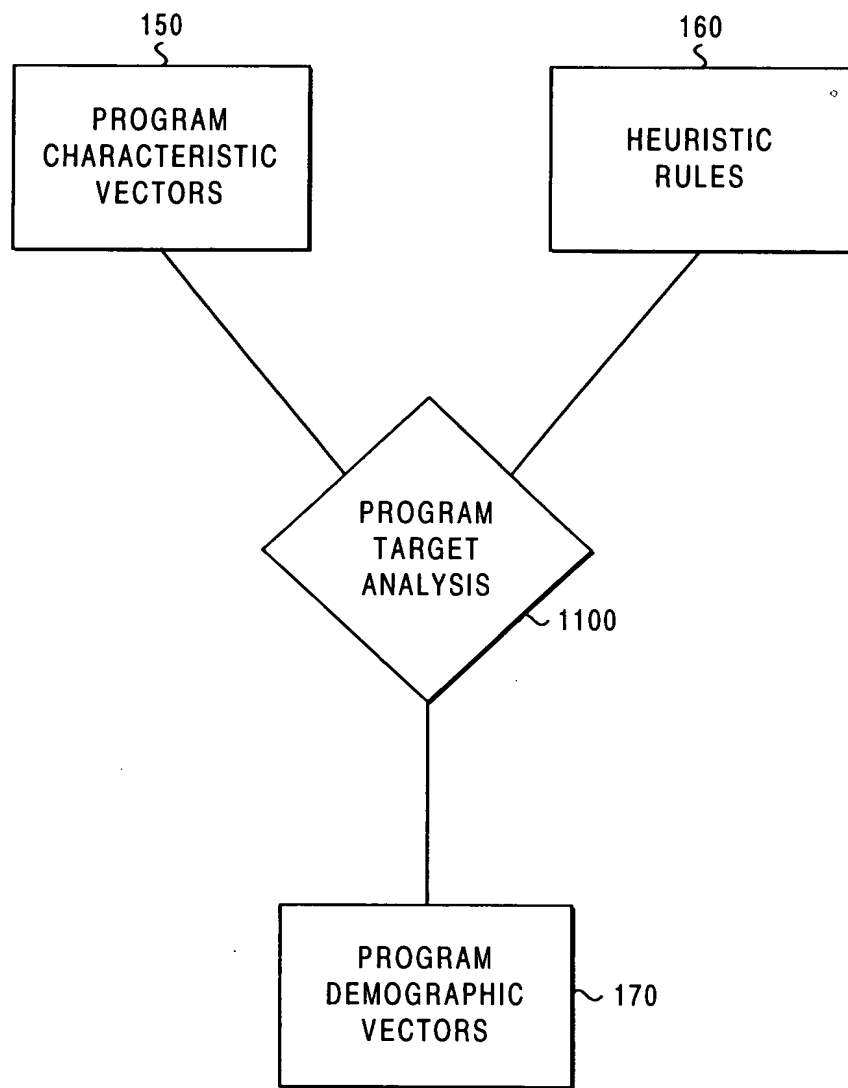


FIG. 11

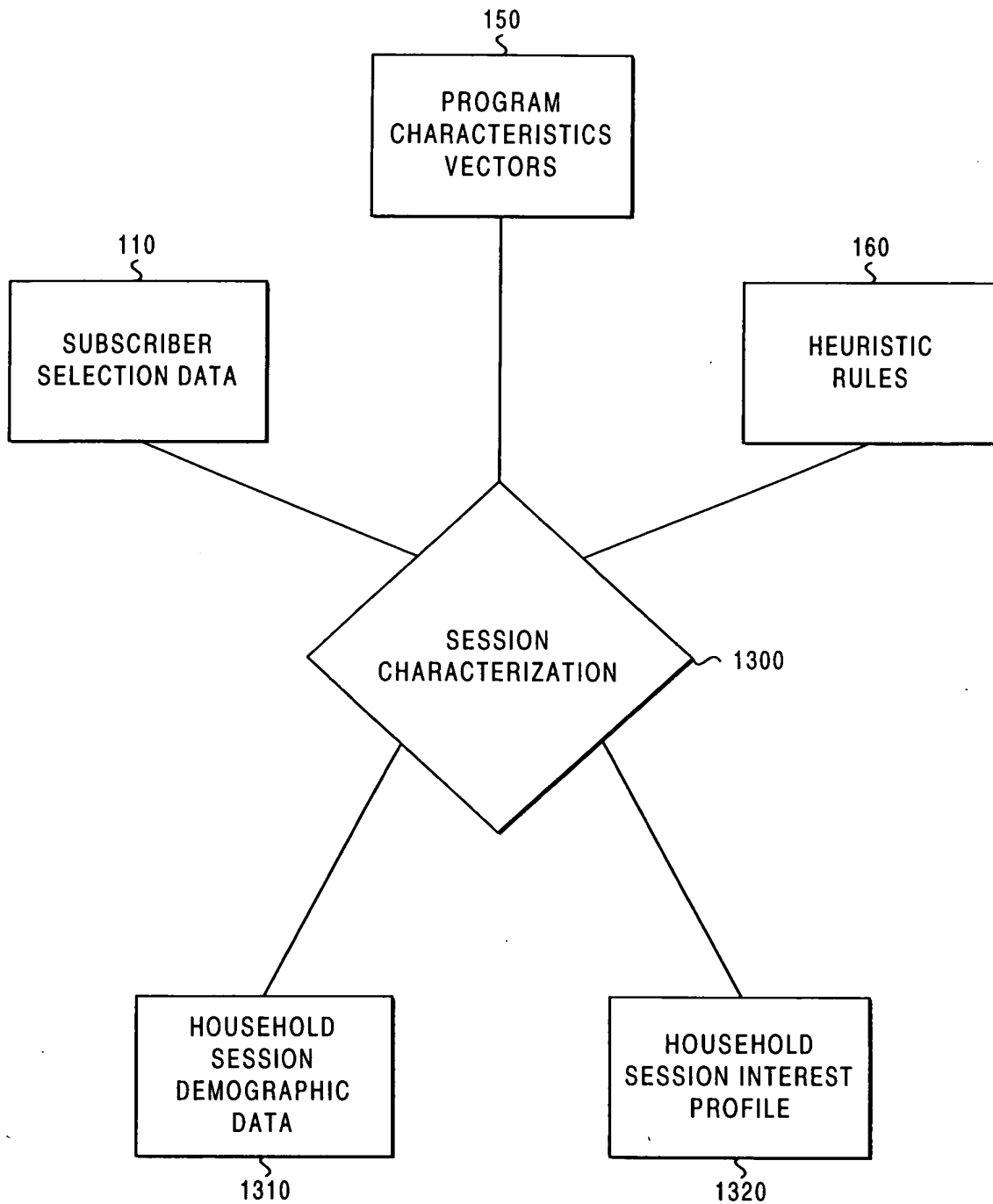


FIG. 13

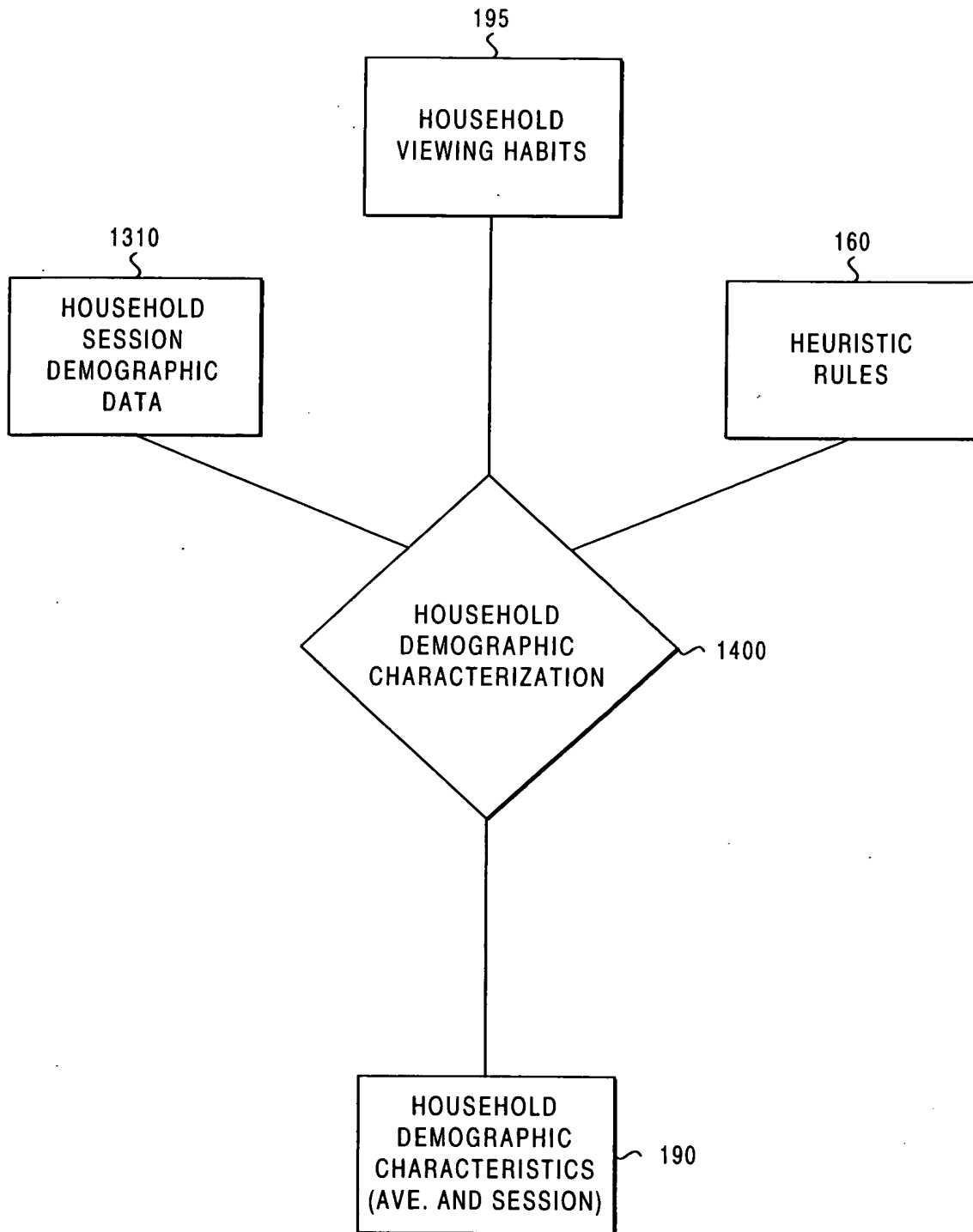


FIG. 14

1501 \$	1505 \$	1503 \$	1507 \$
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 15

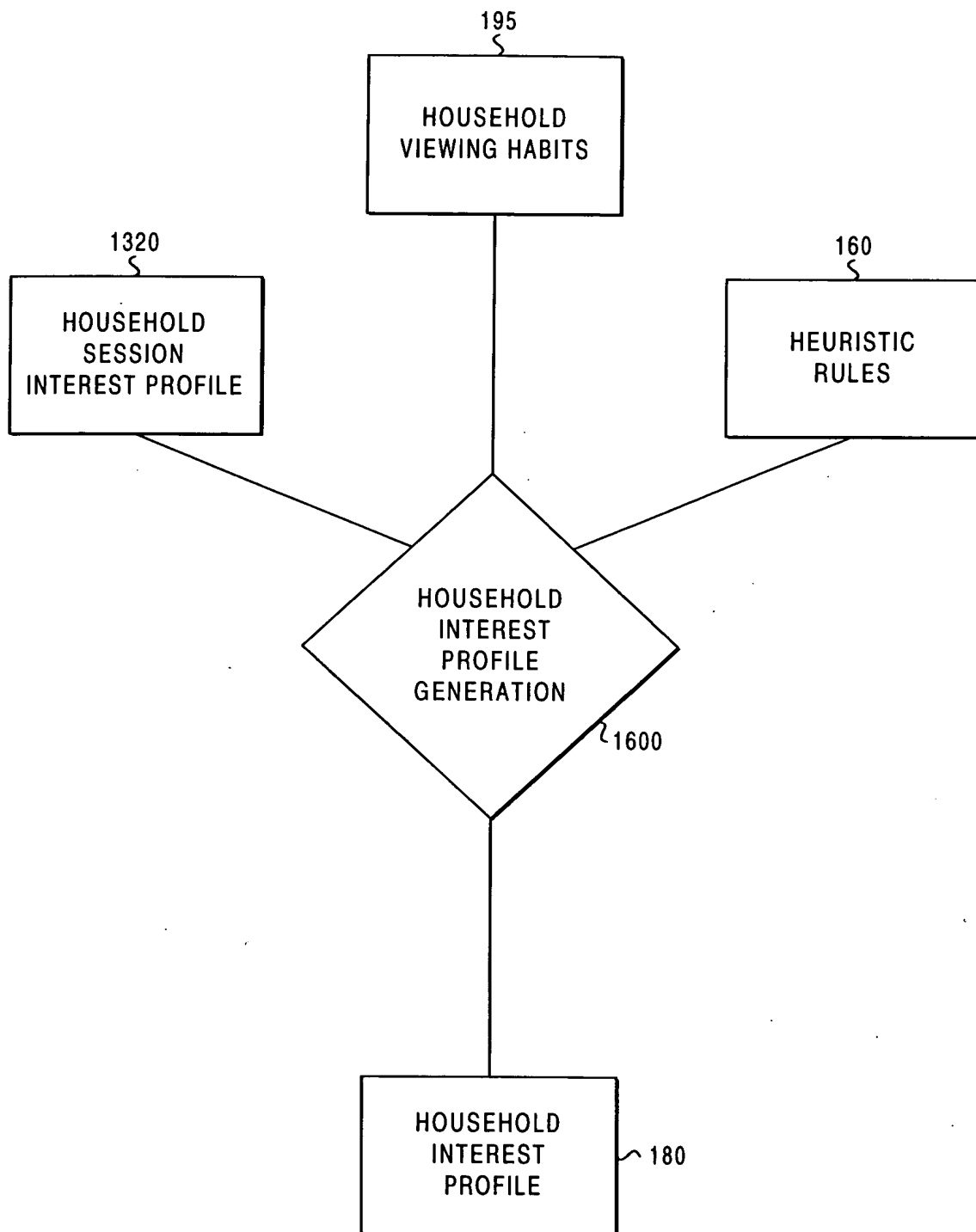


FIG. 16

	1701 HOUSEHOLD INTEREST	1703 AVERAGE VALUE	1705 SESSION VALUE
1709 PROGRAMMING	DRAMA ROMANCE ACTION SITCOM : SPORTS	0.1 0.1 0.6 0.2 0	0.20 0.20 0.25 0.30 0.05
1707 PRODUCTS	HEALTH/EXCERCISE FOOD CHILD RELATED TOYS : AUTOMOBILE	0.6 0.3 0.0 0.0 0.1	0.2 0.4 0.1 0.1 0.2

FIG. 17

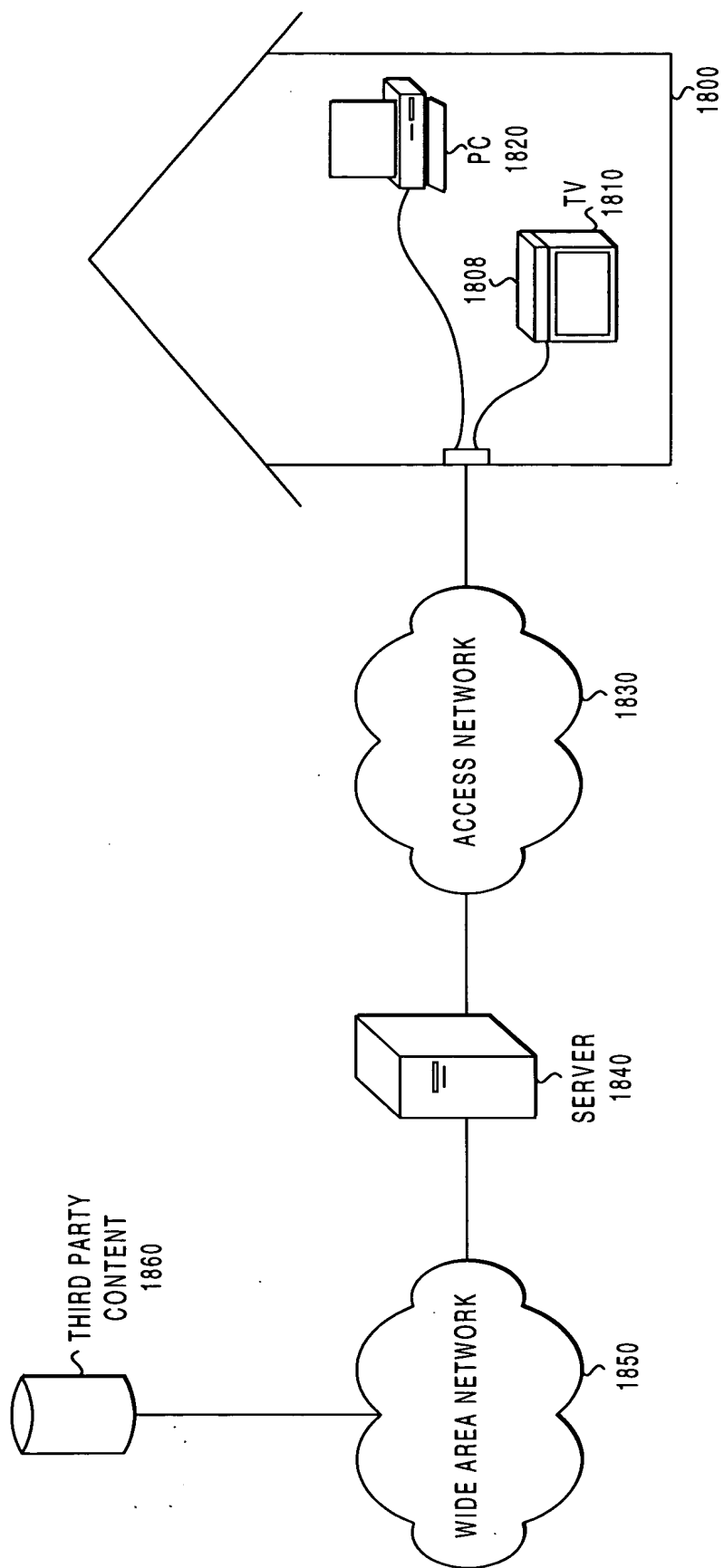


FIG. 18

1915 S	1921 S	1927 S	1933 S	1937 S
ADID	PRODUCT	BRAND	% WATCHED	VOLUME
216	DIAPERS	HUGS	50%	6/10
1230	DETERGENT	SOAPY	90%	6/10
	⋮			
4137	AUTOMOBILES	SPEEDSTER	70%	8/10

FIG. 19